



INTENTIONAL NETWORKING

Whether you have a track record for sales, just starting out, or building revenue as an entrepreneur, a great deal of your success is a subject of your network and how you utilize it. Finding your ideal audience and building a network of support is crucial to business success. Your network can consist of your customers, your colleagues, your suppliers, your supporters and even your family and friends. This session will explore why and how we build our networks and how to utilize them effectively to achieve our business goals. This session will teach participants how to achieve more results from their networks.

Properly engaging in and utilizing your networks offer many advantages for your business. Our networks can help us achieve our goals by offering many supports we need to grow our businesses. All too often entrepreneurs join membership and industry organizations, but do not put in enough intention or time into their involvement to truly maximize benefit. In fact, many invest without another thought as to what the return on that investment should be. They participate without intention.

Many business owners struggle to find or align with their ideal audience, spending money on various tactics in an attempt to “find what works.” Few realize that often the audience they need are all around them in the groups they are already a part of, that they already invest in. Many businesses will spend money on mass marketing and advertising instead of investing in marketing and promotional opportunities within their networks. Our networks can provide marketing and communications opportunities, ability to mentor and be mentored, expertise on everything from HR and wellness to accounting, all of which can help us grow our businesses, while supporting other local businesses at the same time.

This Intentional Networking session explores the benefits of networking while considering its positive impact on the future of business. Post pandemic there has been an appetite to come back together. It is fantastic to see business owners getting back out there to learn from and support each other. Many, however, only scratch the surface of the potential benefits they tap into from their networks, especially the membership organizations they invest in. We must ensure we utilize our business community to its fullest potential as the benefits are endless.

During this Intentional Networking session, we will achieve the following objectives:

- Explore business networking to better understand its purpose.
- Learn how to effectively choose your networks based on your goals, motivations, needs and resources.
- Learn how to budget time and resources for your network involvement.
- Learn how to set and achieve network event goals.
- Determine how you will give back to your network community.

